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Mexico

Product Brief

The Mexican Market for Alcoholic Beverages 2002

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Report Highlights:

The value of US exports of alcoholic beverages to Mexico increased from \$35.1 million in 1999 to \$45.8 million in 2000, and was \$41.5 million for the first nine months of 2001. The US market share of the Mexican import market for alcoholic beverages increased from 27.4 percent to 33.3 from 1999 to 2001.

Includes PSD changes: No
Includes Trade Matrix: No
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1. PRODUCT DEFINITION

The products included in this report are alcoholic beverages including beer and wine. These products are in sub-chapters 2203 through 2208 of the Mexican and NAFTA tariff systems.

2. MARKET SIZE

Production

Mexican production of alcoholic beverages has increased from 5.4 billion liters in 1999 to 5.9 billion liters in 2001, representing an annual average increase of 4.4 percent. Mexico's production of alcoholic beverages is primarily composed of beer, tequila and mezcal, brandy, rum, distilled spirits and wine. Mexico does not produce a significant volume of cognac or whiskey. See table 1.

Table 1
MEXICAN PRODUCTION OF PRINCIPAL
ALCOHOLIC BEVERAGES 1999-2001

(Thousand Liters)

Alcoholic Beverages	1999	2000	2001
Tequila and Mezcal	190,600	181,000	150,000
Rum	67,368	68,042	68,722
Brandy	64,097	64,738	65,385
Liqueurs	14,880	15,029	15,179
Wine	7,200	10,500	11,700
Beer	5,039,970	5,291,969	5,545,983
Grand Total	5,384,115	5,631,278	5,856,969

Source: Instituto Nacional de Estadísticas, Geografía e Informática-INEGI (National Institute of Statistics, Geography and Informatics), Asociación Nacional Vitivinícola (National Association of Wine Growers), FIS, Canadean and AC Nielsen and own estimates

The slight increase in production is attributed to the recovering domestic demand for alcoholic beverages. The domestic market has benefited from a stronger than expected consumer demand, credit availability for consumer spending, stable prices and a peso that has strengthened against the US dollar.

It is important to note that while most of the above production figures are official data published by several trade sources and government agencies, these figures do not take into account illegal production, which for some products is larger than the quantity produced by formal establishments. For example, in the case of wine and brandy, industry representatives estimate that since 1998, the informal sector has produced the same volume as the regulated industry. This change is a significant and rapid development in the industry, considering that only five years ago the informal sector was estimated to produce only 20 percent of its current production.

Imports

The value of Mexican imports of alcoholic beverages increased from \$126.2 million in 1999 to \$141.8 million in 2000, and was \$124.5 million for the first nine months of 2001.¹ (Figures are based on data from January – September 2001). In terms of volume, imports also decreased from 67,929 thousand liters in 1999 to 80,607 in 2000 to 73,204 thousand liters in 2001.

In reviewing the six product categories that comprise alcoholic beverages, two registered increases in their imports by volume:

2203 - Beer

2205 - Vermouths

The other four categories registered decreases:

2204 - Wines (sparkling, fortified, table, fine and champagnes)

2206 - Ciders

2207 - Ethyl alcohol and denatured spirits, of any alcohol volume level (such as brandies and ethyl alcohol)

2208 - Ethyl alcohol and spirits denatured below 80 percent alcohol volume level (liqueurs, cognac, brandies, whiskey, rum, gin, vodka and wine coolers).

From 1999 to 2001, Mexican imports of alcoholic beverages were concentrated in beer, wine and spirits. The imports for these products represented a total of 96.1 percent of all Mexican imports of alcoholic beverages by value and 96.6 percent by volume in 2001. See table 2.

Table 2
MEXICAN IMPORTS OF ALCOHOLIC BEVERAGES²
1999-2001

(Million Dollars, Thousand Liters)

Products	1999		2000		2001*	
	Dls.	TLs.	Dls.	TLs.	Dls.	TLs.
2203-Beer	24.24	39,037	30.26	47,894	31.05	48,147
2204-Wine	50.47	13,440	51.72	16,386	32.87	12,604
2205-Vermouth	0.29	121	0.47	199	0.58	305
2206-Cider and other fermented beverages	4.70	3,348	6.53	3,814	4.17	2,082
2207.2001-Ethyl alcohol and other spirits denatured, of any alcohol volume level	0.13	257	0.05	51	0.09	90
2208-Ethyl alcohol and other spirits denatured, of below 80 percent alcohol volume	47.35	11,726	52.71	12,263	55.66	9,976
Grand Total	127.18	67,929	141.74	80,607	124.42	73,204

Source: Banco Nacional de Comercio Exterior-BANCOMEXT (National Bank of Foreign Trade)

* Data for 2001 is for figures for January-September only, as data is not yet available for October – December.

¹All dollar values used in reporting Mexican data were calculated according to the average exchange rate of the peso against the dollar for each year: 7.6, 7.9 and 9.2 pesos per one U.S. dollar for 1999, 2000 and 2001, respectively.

²Mexican statistics on foreign trade are divided into three groups: In-bond imports and exports; definite imports and exports; and temporary imports and exports. This report focuses on the definite imports, which are those consumed in the domestic market.

US Exports To Mexico

The value of US exports of alcoholic beverages to Mexico increased from \$35.1 million in 1999 to \$45.8 million in 2000 and was \$41.5 million for the first nine months of 2001. The overall market share for American products has increased from 27.4 percent in 1999 to 32.3 percent in 2000 and to approximately 33.3 percent in 2001. US exporters are the overwhelming leaders in the beer market, with an import market share in excess of 97 percent. The United States is also Mexico's principal supplier of cider, with an import market share of 93.8 percent, and is the main exporter of ethyl alcohol and other denatured spirits of any alcohol volume level, with a 99 percent market share. See table 3.

The segment of the Mexican import market for alcohol, "2208-Ethyl alcohol and other denatured spirits with an alcohol content of less than 80 percent" which includes liquors, cognacs, brandies, whiskeys, rum, gin, vodka and wine coolers, has been virtually untapped by American exporters, who only had 2.0, 4.1 and 4.3 percent share of the import market during this period. The US import market share for wines in 2001 was seven percent. The reasons US producers have not been able to more successfully access these segments are the fierce competition from European suppliers, comparatively more expensive US products in these categories, preference for reputable European brands and a relatively unseasoned consumer base.

Table 3
MEXICAN IMPORTS FROM THE UNITED STATES
BY PRODUCT CATEGORIES 1999-2001
(Million Dollars; Thousand Liters)

	1999		2000		2001*	
Products	Dollars	Liters	Dollars	Liters	Dollars	Liters
2203-Beer	23.64	38,334	28.78	46,337	29.01	46,213
2204-Wine	4.46	1,958	5.10	2,310	2.95	1,118
2205-Vermouth	**	6	**	24	0.10	**
2206-Cider and other fermented beverages	4.32	3,087	6.04	3,437	3.91	1,925
2207.2001-Ethyl alcohol and other spirits denatured, of any alcohol volume level	0.12	256	0.05	50	0.09	90
2208-Ethyl alcohol and other spirits denatured, below 80 percent alcohol volume	2.57	527	5.78	746	5.39	600
Grand Total	35.11	44,168	45.75	52,904	41.45	49,946

Source: Banco Nacional de Comercio Exterior-BANCOMEXT (National Bank of Foreign Trade)

* Data for 2001 is for figures for January-September only, as data is not yet available for October – December.

**Less than \$100,000

In a random store and restaurant check conducted in the Mexico City Metropolitan Area, the following alcoholic brands from the United States were identified: BEERS: Budweiser, Bud Light, Colt 45, Lone Star, Mickey's, O'doul's, Old Milwaukee, Red Bull, Schlitz, Stroh's; WHISKEYS AND LIQUEURS: Early Times, Jack Daniels, Jim Beam, Jim Beam bourbon whiskey and cola, Southern Comfort, Sutter Home, Wild Turkey; WINES: Alcott Ridge, Almaden, Andre', Buena Vista, Carlo Rossi, Chalk Hill, Chateau Montelena, Chateau Ste. Michelle, Concannon, Corley, David Bruce, Ernest & Julio Gallo, Fetzer, Fre', Gallo de Sonoma, Geyser Peak, Haywood, J. Lohr, Kedem, Kendall-Jackson, Kikkoman Plum Wine, Korbel, Marimar Torres, Monterrey Vineyard, Monticello, Murrieta's Well, Robert Mondavi Winery, Ruby Hill, Sterling Vineyards, Stonegate, Texson, Trefetden, Turning Leaf, Wente, White Oak and Woodbridge; WINE COOLERS: Boone's, Burtles & Jaynes; OTHERS: Vodka/Smirnoff

Other Foreign Competitors

Official Mexican import statistics listed 85 countries as exporting alcoholic beverages to Mexico during the period 1999-2001. The competition from the principal foreign suppliers is very strong. During 2001, the principal countries that exported to Mexico were Spain, with an overall market share of 21.5 percent; Great Britain-Ireland 19.1 percent; France 7.7 percent; Chile 6.3 percent; and Italy 4.4 percent. Exports from these six countries as listed in table four below, represent 95.6 percent; 94.4 percent and 92.3 percent of all Mexican imports of alcoholic beverages in the 1999-2001 period. For a comparison of exporters and their market shares, see table 4.

Table 4
**MEXICAN CONSUMPTION OF
ALCOHOLIC BEVERAGES, 1999-2001**
(Thousand Liters)

	1999	2000	2001*
United States	35.137	45.773	41.479
<i>Market Share, %</i>	<i>27.6</i>	<i>32.3</i>	<i>33.3</i>
Spain	24.286	31.728	26.736
<i>Market Share, %</i>	<i>19.1</i>	<i>22.4</i>	<i>21.5</i>
Great Britain and Ireland	12.904	11.168	23.801
<i>Market Share, %</i>	<i>10.2</i>	<i>7.9</i>	<i>19.1</i>
France	25.556	19.196	9.551
<i>Market Share, %</i>	<i>20.1</i>	<i>13.5</i>	<i>7.7</i>
Chile	9.615	12.491	7.873
<i>Market Share, %</i>	<i>7.6</i>	<i>8.8</i>	<i>6.3</i>
Italy	14.157	13.523	5.413
<i>Market Share, %</i>	<i>11.1</i>	<i>9.5</i>	<i>4.4</i>
Others	5.507	7.882	9.570
<i>Market Share, %</i>	<i>4.3</i>	<i>5.6</i>	<i>7.7</i>
Grand Total	\$127.196	\$141.769	\$124.454

Source: Banco Nacional de Comercio Exterior

Data for 2001 is for January-September only, as data is not yet available for Oct-Dec.

The six countries identified in table 4 are strongly positioned in defined product categories, and most maintain the largest import market share for specific products. For example, Spain is the leading exporter in brandies and has the largest import market share for wines; Great Britain-Ireland is the primary exporter of whiskeys; France is the biggest supplier of cognacs; Chile continues to gain market share in the wine category; and Italy leads in liqueurs and competes favorably in wines, with five percent of the import market share.

Domestic Consumption

Mexico's overall consumption of alcoholic beverages increased from 5.4 billion liters in 1999 to 5.9 billion liters in 2001. See table 5. Domestic sources are the principal supplier of alcoholic beverages, with approximately 98.3 percent of the market in 2001.

Table 5
**MEXICAN CONSUMPTION OF
ALCOHOLIC BEVERAGES, 1999-2001**
(Thousand Liters)

	1999	2000	2001
Production(1)	5,384,115	5,631,278	5,856,969
Imports	67,929	80,607	97,605
Exports(2)	72,816	112,990	80,550
Consumption	5,379,228	5,598,895	5,874,024
Imports as a percentage of consumption	1.3	1.4	1.7

Sources: 1) Instituto Nacional de Estadística, Geografía e Informática
INEGI (National Institute of Statistics, Geography and
Informatics) and own estimates

2) Banco Nacional de Comercio Exterior-BANCOMEXT
(National Bank of Foreign Trade) * Data for 2001 is for figures for January-
September only, as data is not yet available for October – December.

3. DOMESTIC MARKET AND COMPETITION

Mexican Market Demographics

In 2001, Mexico's population was estimated at 102.2 million. It is growing at a rate of 1.88 percent, per year, or about 1.8 million persons, annually. The population is estimated to be equally divided between men (49%) and women (51%), with life expectancy of 71 years for men and 77 for women. Approximately 54 percent of the population is under 24 years of age. The economically active population is 56.9 percent of the total population, with an unemployment rate of 3.3 percent. In general, Mexican consumers like American products, they recognize most US brands, and associate US products with high quality and value.

Not all segments of the Mexican population can regularly afford to buy imported items. Many Mexicans still live in poverty, particularly in rural areas, and overall advances in the economy have not improved their lifestyle. However, a significant and growing share of households, approximately

22 percent or about 22.5 million persons, living for the most part in urban areas, have the purchasing power and disposition to buy imported goods.

The principal consumers of alcoholic beverages (80 percent in volume of purchases) range from 18 to 34 years of age. Every year, approximately one million potential consumers enter this market. This age group is expected to grow by approximately 14 percent in the next five years. Unlike the United States, there are no media/advertising restrictions in Mexico for alcoholic products. Therefore, it is not surprising that this sector is one of the media and advertising sectors' principal clients. Advertisers invested about 74 percent of their media budget in television, ten percent in radio, six percent in newspapers, four percent in magazines, two percent in Internet, and four percent in other forms of advertising.

Domestic production

Apart from beer, the principal alcoholic beverages produced in Mexico are rum, brandy, tequila, table wines, and other distilled spirits such as vodka, gin and liqueurs. Mexico's alcoholic beverages industry represents 0.1 percent of Mexico's GDP, and generates about 8,000 jobs. There are 478 registered producers, although it appears there are many other illegal producers. The principal producers are Domecq, Bacardi and Cuervo, which produce, import and distribute a wide range of alcoholic products and brands.

Nearly fifty percent of the alcoholic beverage market is controlled by Pedro Domecq, which was founded by the multi-national Spanish company by the same name. The company was acquired by the large European conglomerate, Allied Lyons, in 1994. In Mexico, this organization has three bottling and five distilling plants, with a storage capacity of 400,000 barrels. Pedro Domecq markets 66 products, and its work force consists of 2,500 persons.

The second largest company in the sector is Bacardi. The company has two plants and controls 35 percent of the market. This company markets 20 products including whiskey, gin, cognac, vodka, martinis, sparkling wines, liqueurs and tequila for exports. Its installed capacity is 9 million cases (each case equals nine liters) but reportedly it is currently operating at 50 percent of its capacity.

The Mexican alcoholic beverage industry currently faces strong competition from the informal sector. Production of alcoholic beverages from the informal economy is estimated to represent 45 to 50 percent of total consumption, limiting sales for established companies. In addition, industry sources state that contraband sales of alcoholic beverages are growing every year.

Beer

The Mexican beer industry has 18 plants, producing 65 million hectoliters (equal to one hundred liters). This industry generates 88,000 direct jobs; 800,000 indirect positions and contributes \$2.15 billion in taxes to the economy. In 2001, the industry invested \$900 million dollars in order to compete effectively against foreign suppliers who are also marketing their products in Mexico.

There are two major beer producers in Mexico: Grupo Modelo, which has 55 percent of the domestic market; and, Cerveceria Cuauhtemoc-Moctezuma, which has the other 45 percent of

the domestic market.

Grupo Modelo includes eight beer plants, three malt growers, three paperboard firms, one glass factory and five other companies providing support services to the group. It produces the following beer brands: Corona, Negra Modelo, Modelo, Pacifico, Leon, Victoria, Estrella, Montejo and Coronita. This organization was classified as number 23 in the top 500 firms in Mexico, with a total of 28 subsidiary companies in 2000. Modelo is ranked as the eight largest producer of beer in the world.

Grupo Modelo has announced their investment program through which they will add 14 million hectoliters to their current capacity of 46 million hectoliters. During the last several years, this group has invested around \$300 million per year but will increase their rate of spending and will invest \$2.0 billion in the 2001-2005 period. These projects will add 1,000 new jobs to their current labor force of 47 thousand employees.

Cerveceria Cuauhtemoc-Moctezuma is part of Fomento Empresarial Mexicano, S.A., a diversified industrial conglomerate. Their interests include Coca Cola franchises, a convenience store chain (Oxxo), and a packaging division. Cerveceria Cuauhtemoc-Moctezuma has three plants: one near Toluca, another near Puebla and a third in Orizaba. It sells beer under the following brands: Carta Blanca, XX, XX Lager, Sol, Nochebuena and Tecate. This company was ranked as number 38 in the top 500 firms during 2000, and controls 93 subsidiaries.

Mexico exports around 17 percent of its production and is considered the seventh largest producer of beer in the world. Mexican per capita consumption of beer is estimated at 50 hectoliters, below the 100 hectoliters registered for the USA and 160 hectoliters for Germany.

Tequila

Sales of tequila have decreased in the last year by 15 percent, in sharp contrast to the accumulated 111 percent growth rate it registered throughout the 1995-1999 period. Other alcoholic beverages such as rum, vodka and brandy have taken advantage of this situation and have positioned themselves and increased their market presence. Production of tequila contracted 5 percent in 2000 and 20 percent in 2001. The high inventory levels have helped offset declines in production.

Of the 600 registered brands, which are produced and distributed by 70 companies, more than 100 brands disappeared in 2001. The leading four brands are Sauza, Cuervo, Herradura and Cazadores, controlling 45 percent of the market.

Brandy

The main Mexican producers of brandy are Compañía Vinicola del Vergel, Casa Pedro Domeq, Casa Madero, Cia and Vinicola de Aguascalientes. The majority of brandy sold in Mexico is consumed as a mixer in a popular brandy-cola drink called "Cuba-libre."

Wine

The major wine producing centers are located primarily in the state of Baja California in the

areas of Valle de Calafia, Valle de Guadalupe, Santo Tomas, Tecate, Ensenada, San Vicente and San Antonio de las Minas. Other producing areas are in the states of Coahuila (Parras) and Queretaro (San Juan del Rio, Tequisquiapan, Ezequiel Montes). There are many small local wineries, but the producers who dominate the table wine market are Casa Pedro Domecq, Productos de Uva and Casa Cuervo.

The wine varieties produced in Mexico include: Barbera, Cabernet Sauvignon, Cabernet Franc, Cainena, Claret, Grenache, Merlot, Mision, Nebbiolo, Petit Sirah, Ruby Cabernet, Ruby Red, Tempranillo and Zinfandel (reds); Chardonnay, Chenin Blanc, Fume Blanc, French Colombard, Sauvignon Blanc and Semillon (whites).

Per capita wine consumption in Mexico is estimated to be 200 milliliters per year. In 1998, Mexico was ranked number 65 in wine consumption and 27 in world production. A higher preference for other alcoholic beverages and an under developed consumer awareness of wine partially reflects this very low per capita consumption. Wine is not considered a popular beverage and is consumed almost exclusively among the middle and high-income segments of the population.

4. IMPORT REQUIREMENTS

Tariffs

Mexican import duties are classified according to the Standard International Harmonized System, as established under the provisions of the North America Free Trade Agreement (NAFTA). Sub-Chapters 22.03 (Beer), 22.04 (Wine), 22.05 (Vermouths), 22.06 (Ciders), 22.072001 (Ethyl alcohol and denatured spirits, of any alcohol volume level) and 22.08 (Ethyl alcohol and spirits denatured below 80 percent alcohol volume level) of the Mexican Tariff System contain the tariffs for alcoholic beverages. In total, there are 33 specific tariff codes related to this product category. US exporters should note that Mexican foreign trade data for alcoholic beverages does not necessarily correlate with US trade data when a product is subdivided beyond the six digit code. Different criteria to subdivide the 6 digit Harmonized Code categories and the inclusion of additional product categories account for some of these inconsistencies.

As part of the NAFTA agreement, 24 products have reached zero tariffs and no longer are subject to import duties. These are:

Products	Tariff Code
Fortified wine	2204.2101
Champagne	2204.2104
Vermouths, 2 Lts. bottles	2205.1001
Other vermouths, 2 Lts. bottles	2205.1099
Other vermouths	2205.9001
Vermouths	2205.9099
Ciders	2206.0001
Ethyl alcohol and spirits denatured of any alcohol grade level	2207.2001

Extracts and concentrates	2208.1001
Other extracts and concentrates	2208.1099
Cognac	2208.2001
Canadian whiskey	2208.3001
Whiskey above 40 grades GL	2208.3003
Tennessee or bourbon whiskey	2208.3004
Other whiskeys	2208.3099
Rum	2208.4001
Rum-tafia type	2208.4002
Gin	2208.5001
Vodka	2208.9001
Ethyl alcohol	2208.9002
Alcoholic beverages above 14 grades GL	2208.9003
Wine coolers	2208.9004
Other ethyl alcohol	2208.9099

During 2002, the following products are subject to two percent ad valorem import duties, and will be free of duties on January 1, 2003.

Products	Tariff Code
Beer	2203.0001
Sparkling wine	2204.1001
Table wine	2204.2102
Claret wine	2204.2103
Other wines for retail	2204.2199
Other wines	2204.2999
Brandy	2208.2002
Brandy in bulk	2208.2003
Other liquors	2208.2099

In addition to NAFTA, Mexico has signed trade agreements with several countries that export wine to Mexico, such as Argentina and Chile. Since 1996, under the Chilean Trade Agreement, the tariff rates reached zero for Chilean wines under the categories HS 2204.21.02 (rose, white and claret wines) and HS 2204.21.03 (sparkling wines).

Mexico also has a fifteen percent value-added tax (VAT, or "IVA" in Spanish). Mexican Customs collects the VAT on foreign transactions upon entry of the merchandise into the country. As of July 1999, the nominal customs processing fee of 0.08 percent that Mexican Customs charged on imports has been eliminated. The following example illustrates how the IVA duties are calculated as compared to a locally produced item.

	Imported Products	Domestic Products
F.O.B. Invoice value	\$100.00	\$100.00

Ad-Valorem duty (2 percent)	<u>2.00</u>	<u>N.A.</u>
Sub-total	\$102.00	\$100.00
Value-added tax (15 percent)	<u>15.60</u>	<u>15.00</u>
Total	<u>\$117.30</u>	<u>\$115.00</u>

Customs brokers use the total figure to calculate their fees, which on average is 0.5 percent plus any storage and handling fees.

The Mexican fiscal reform package of December 31, 2001, raises the IVA on alcoholic beverages consumed in restaurants and bars by 5 percent, so the total IVA paid is 20 percent. This does not affect IVA on retail purchases of alcoholic beverages, which remain at 15 percent.

The standard Mexican import document is the Pedimento de Importacion (customs entry document). This document should be presented to Mexican Customs along with the commercial invoice in Spanish, a bill of lading, and the Sanitary Import Notice. Products qualifying as "North American" must use the NAFTA certificate of origin to receive preferential treatment. As is the case with US Customs laws, Mexican customs laws are also very strict regarding proper submission and preparation of customs documentation. Errors in paperwork can result in fines and even confiscation of merchandise as contraband. Exporters are advised to employ competent, reputable Mexican importers or custom brokers.

Other Taxes

Alcoholic beverages, produced locally and imported, are also subject to the Impuesto Especial de Productos y Servicios-IEPS (Special Tax on Products and Services). This tax, which came into effect on April 1, 1997, and was modified on December 30, 2000, affects a series of products such as alcoholic beverages, tobacco and gasoline. In the case of alcoholic beverages, this ad-valorem tax is levied according to the alcohol content of the product. The law established duty levels as follows:

Table 6
IEPS TAX LEVELS ON ALCOHOLIC BEVERAGES
(Alcoholic Beverage and Percentage of Tax Level)

ALCOHOLIC BEVERAGES	IEPS TAX PERCENT
With alcohol content of up to 13.5 percent	25
With alcohol content from 13.5-20 percent	30
With alcohol content above 20 percent	60

Source: Secretaria de Hacienda y Credito Publico (Ministry of the Treasury)

The IEPS tax is calculated over the invoice value. Importers receive a marbete label as proof of payment. These marbetes are affixed individually on the bottles and only after this process can they be sold in the market. For an example of an application of the IEPS tax on imported alcoholic products, see "The Wine Marketing Annual Report" page seven, released under Gains report number MX1210, December 2001.

Sanitary Requirements

Alcoholic beverages do not require an import license. However, they require a written sanitary import notice (Aviso Sanitario de Importacion). This is a free-style letter, written in Spanish that must contain the following information:

- name of product,
- trade brand,
- specific quantity,
- name and address of producer,
- name and address of importer,
- port of entry, and
- import tariff numbers.

This document, written on the company's letterhead, should be addressed to the Secretaria de Salud; Direccion General de Calidad Sanitaria de Bienes y Servicios, and presented at the port of entry. In addition, the invoice, airway bill and a Sanitary Statement (Constancia Sanitaria) are required. The sanitary statement must come from the exporting country's respective sanitary authorities, or a FDA-certified laboratory declaring that the products, identified by production lot, are safe and fit for human consumption. The statement must also contain a physical-chemical analysis, a microbiological analysis, the country of origin, and the expiration date.

Labeling

All imported products destined for retail sale in Mexico must be labeled according to Mexican government specifications as outlined in NOM-142-SSA1-1995, of July 9, 1997, later modified on July 22, 1998. This Mexican norm on labeling states that alcoholic beverages should adhere to the following commercial and sanitary information. A sticker can be affixed in the country prior to retail.

Commercial information:

- a. Brand or commercial name
- b. Name or generic name of product
- c. In the case of Brandy, the word "Brandy" and the legend "100% de uva" (100% from grape) should stand out clearly, and must be verifiable
- d. Exporter's name and address
- e. Indication of the quantity in accordance to NOM-030-SCFI (use metric units)
- f. Producer's name and address
- g. Country of origin (i.e., Producto de EE.UU.)
- h. Importer's name, company name and address
- i. In the case of beer and wine coolers, for taxation purposes, the labels should also contain: name, address and taxation code of the importer

Sanitary information:

- a. All alcoholic beverages should read "EL ABUSO EN EL CONSUMO DE ESTE PRODUCTO, ES NOCIVO PARA LA SALUD" (The abuse in the consumption of this product is hazardous to your health)
- b. Alcohol content
- c. Indicate the percent of alcohol in volume at 20 degrees centigrade displayed as

- follows: (Number) % Alc. Vol.
- d. Lot number
 - e. Alcoholic beverages with aspartame should read: Fenilcetonuricos: contiene fenilalanina
 - f. Alcoholic beverages classified as "bajo en calorías" (light) and "sin calorías" (without calories) should include only these legends according to the reduction of calories. Beverages with at least 24 percent less calories than the original product are considered as "light." Those with less than 36 percent calories than the original beverage can be considered as "without calories."
 - g. Only prepared drinks and cocktails should include a list of ingredients, which should be listed under the heading "Ingredientes," and they should be listed in the decreasing order of their percentage of the product's total composition.

The information on the label must be in Spanish and may also appear in the original language. The information referring to the brand, type of beverage and quantity should appear on the main label. Other information can be included on any other part of the label or product container. The Mexican Health Ministry has an address on the Internet: <http://www.ssa.gob.mx/nom/index.html> where more information on these NOMS can be obtained.

Mexican companies who import alcoholic beverages into Mexico must be inscribed in the Mexican Registry of Importers-MRI. Foreign suppliers of alcoholic beverages must have a Mexican importer or representative registered in the MRI of the Secretary of Finance and Public Credit (SHCP) in order to export to Mexico.

5. WHO PURCHASES ALCOHOLIC BEVERAGES IN MEXICO

The principal buyers of alcoholic beverages in Mexico are the retail and food service sectors.

Retail Sector

The Mexican retail sector is the most significant buyer of alcoholic beverages in Mexico. The majority of this sector is represented by the large retail chains and convenience stores. This retail segment accounts for approximately 60 to 70 percent of total retail sales in Mexico. The leading retail companies are members of the Asociacion Nacional de Tiendas de Autoservicio y Departamentales-ANTAD (National Association of Retail and Department Stores). The other part of this sector is comprised of "mom and pop stores" which represent the traditional retail system and account for approximately 30 to 40 percent of retail sales.

Retail sales for 2001 showed an increase of 7.6 percent to \$32.6 billion dollars. Food and beverage products accounted for 47 percent of sales. The strong domestic consumer market combined with stable interest rates and exchange rates have contributed in maintaining the sector's sales. In addition, the peso's exchange rate started at 9.65 per one US dollar and finished the year at 9.15 pesos per one US dollar, which made imported products less expensive. Investments in the retail sector reached a high of \$1.6 billion dollars in 2001 with most of the increase invested in augmenting the space available for floor sales. Industry analysts estimate that

investments could reach \$1.5 billion in 2002.

Competition at the retail level in Mexico is strong, as is competition for retail shelf space. Consequently, some domestic producers offer table wines to supermarket chains on a consignment basis. Mexican consumers prefer to purchase wines at supermarkets because they discount prices during their frequent promotions.

At the national level, Grupo Walmex, Cifra, Comercial Mexicana and Gigante are the most important retail chains. At the regional level, Grupo Soriana, Grupo Chedraui and Casa Ley are the leading organizations.

--*The Grupo Walmex* has 410 establishments, of which 229 are retail outlets (Bodegas Aurrera, Sam's, Wal-Marts, Aurrera and Superamas). Walmex currently has approximately 42 percent share of the market and operates in 33 cities.

--*Commercial Mexicana* has 189 establishments, of which 168 are retail stores. The retail stores under this group are: Comercial Mexicana, Bodegas, Mega, Sumesa & Price Costco. Comercial Mexicana controls 19 percent of the market, and does some its buying through direct purchasing.

--*The Gigante Group* has 285 outlets, of which 184 are retail stores. The stores in this group include: Tiendas Gigante, Bodegas Gigante and Super G. Gigante has 16 percent of the market, and buys through direct purchasing.

--*Soriana* has 100 outlets, the majority of which are located in the northern and central parts of Mexico. The Soriana group holds 13 percent of the market. See table 7.

The two principal convenience stores are OXXO and Seven Eleven, with 1,487 and 420 stores respectively.

Table 7
MEXICAN RETAIL SECTOR BY PRINCIPAL UNITS-2001
 (Companies and Number of Units)

ORGANIZATION NAME	NUMBER OF UNITS
National Coverage	
Grupo Walmex	<u>229</u>
Gigante	<u>184</u>
Comercial Mexicana	<u>168</u>
Carrefour	<u>17</u>
Government stores	<u>270</u>
Northern Mexico	
Casa Ley (State of Sinaloa)	<u>100</u>
Soriana	<u>100</u>
Gulf States	
Chedraui (State of Veracruz, Tamaulipas, Quintana Roo)	<u>49</u>
RETAIL STORES SUBTOTAL	<u>1,117</u>
Convenience Stores	
Cadena Comercial OXXO	1,487
Seven Eleven	420
Comextra	178
CONVENIENCE SUBTOTAL	<u>2,085</u>
Other Stores	<u>436</u>
GRAND TOTAL	3,638

Source: ANTAD and trade sources.

The traditional "mom and pop stores" (tiendas de abarrotes, ultramarinos & vinaterias) represent many small units, and the total number of these stores is estimated to be as many as 950,000. These units are scattered across the country and are a very fragmented sector of the retail trade. They currently do not employ modern marketing or merchandising methods but could represent important retail sales in the near future. Not all of these stores sell alcoholic beverages; only the outlets classified as "vinaterias" (liquor stores) and "ultramarinos" (grocery stores) sell alcohol. It will take time for these retail units to incorporate up-to-date retail systems and provide a feasible outlet for imports.

Hotel Sector

In 2000, the Mexican hotel industry had approximately 96,004 registered establishments, with 424,117 hotel rooms and generating approximately 208,000 jobs. Twenty percent of these hotels are in the prime categories of Special Class, Grand Tourism and Five Star hotels.

The hotel sector contributes approximately 1.5 percent of Mexico's GDP and 30 percent of the Mexican tourist sector's GDP. Most of the leading international hotel chains are actively doing business in Mexico including: Hyatt, ITT Sheraton, Westin, Howard Johnson, Four Seasons, Marriot, Nikko, Mission, Best Western, and Presidente Inter-Continental. The principal Mexican hotel chain is Grupo Posada, operator of the Fiesta Inn (with hotels at 12 destinations) and Fiesta Americana hotels (13). They also recently purchased the Caesar Park properties, for a total of 11,216 rooms. Among the top 500 companies in Mexico, 20 hotel companies are listed. The Asociacion Mexicana de Hoteles y Moteles (Mexican Association of Hotels and Motels) is the principal trade

association for the sector.

The majority of international tourists traveling to Mexico (80 percent) are from the United States, five percent from Canada, six percent from Europe and the remaining from other countries. During 2001, hotel occupation in Mexico decreased to about 55 percent as compared to 60 percent occupancy in 2000. The number of international visitors visiting Mexico decreased 4.85 percent and hotel income was reduced from \$8.3 billion in 2000 to \$8.0 billion in 2001. This reduction was not more drastic due to the first six months of 2001, which had occupancy 4.1 percent ahead of the same figures for 2000.

The hotel industry will build more than 10,000 rooms in Mexico during 2002, representing more than \$1 billion dollars and generating 65,000 new direct jobs. These are part of the 170 projects the Ministry of Tourism announced this year. Some of the leading companies involved in these tourism projects include: Grupo Posadas, Quinta Real, ACCOR, Mission Hotels, Chartwell, Grupo Cabo Real, Grupo Angeles, and the Starwood group.

The Special Class, Grand Tourism, Five Star and Four Star hotels cater to international and wealthy local tourists. These hotels are the primary buyers of imported products. Purchasing departments contact different suppliers and compare their products and services. Suppliers are selected and a directory is developed based on these results. These directories will include possible substitute suppliers for each item and comparisons are made at regular intervals to update their price-quality-service relationship

As is the case with most luxury hotels, Five Star hotels purchase their products from specialized companies and directly from the manufacturer. However, they also deal with large central wholesale markets for specialized food items. In the case of Four Star hotels, they deal with specialized companies, manufacturers or their distributors, central wholesale markets, specialized wholesale markets and bakeries. Generally all hotels require the principal chef and/or the purchasing manager to approve the purchase of alcoholic beverages.

Restaurant Sector

The Mexican restaurant industry is made up of 225,000 establishments that generate 800,000 direct positions and a similar quantity of indirect jobs, representing 1.9 percent of total employment in Mexico and contributing three percent to Mexico's GDP. The official number of restaurants in Mexico City is approximately 33,000, but there are an equal number of informal restaurants.

Total sales for 2001 are estimated to be very similar to the \$15.8 billion registered in 2000. The trade association that represents this sector is the Camara Nacional de la Industria de Restaurantes y Alimentos Condimentados-CANIRAC (National Chamber of the Restaurant and Condimented Food Industry).

Mexico's fiscal reform package raises the IVA on alcoholic beverages consumed in restaurants from 15 to 20 percent. This increase is not expected to have a significant impact on restaurants because starting in 2002, individuals and businesses can deduct 50 percent of their restaurant expenses off their annual income tax.

Depending on factors such as size, prestige and cuisine specialty, restaurants source their food and beverage products from specialized companies, manufacturers, wholesale centers, local markets, and smaller vendors. Some traditional restaurants have a central purchasing department called "Comisariato" (commissary). This unit selects suppliers through a competitive bidding process in which the quality-price-service relationship is carefully analyzed. The different sections of the chain send their requests to the comisariato, which then secures the products needed. Other restaurants have employees in charge of shopping at the wholesale centers and local markets. In the case of the alcoholic beverages, the final purchasing decisions are made by the owner, the chef or the purchasing manager.

6. DISTRIBUTION OF PRODUCTS IN MEXICO

There are few distributors with national coverage, and it is not unusual for an international producer to have several distributors in Mexico (as many as five or six) to supply the major regional markets. US firms wishing to penetrate the Mexican market must have one or more locally based distributor/representatives in order to have a successful business relationship with domestic buyers.

At the retail level, a little more than half of all alcoholic beverages are sold through supermarkets, the balance moving through convenience or liquor (vinaterias) and ultramarinos stores. However, only some of the retail chains are set up to import directly. Most alcoholic beverage products are purchased through Mexican based distributors enabling retail chains to keep inventories at a minimum. Most retailers prefer this system because they avoid investments in large centralized storage and bypass the hassles of importing. With larger retail companies such as Walmart in the market there is now some direct purchasing for products, but the system of indirect purchasing through distributors is still the dominant business practice.

US firms should consider using a variety of marketing tools to effectively distribute their products in Mexico. These promotional activities could include:

- participating in trade shows,
- preparing brochures and promotional materials in Spanish,
- hosting technical seminars to inform end users, distributors and retailers of new technologies, innovations and product advantages and
- establishing a local sales representation office.

Several distributors and importers are listed under Key Contacts at the end of this report, but for a complete list of importers and distributors in Mexico, we recommend contacting the Asociacion de Importadores de Representantes de Alimentos y Bebidas, A.C. (Association of Importers and Representatives of Food and Beverage Products). See section 8 of this report: "Key Trade Contacts".

7. PROMOTIONAL OPPORTUNITIES AND PUBLICATIONS

Promotion Opportunities

There are growing market opportunities in Mexico for exports of US alcoholic beverages, particularly in the restaurant, hotel, and tourism industry. Interested exporters should consider conducting in-store/on-site tastings as a means of introducing or increasing the awareness of their products to the Mexican consumer. The Agricultural Trade Office (ATO) in Mexico City can also help US exporters by supplying them with market information, importer lists, and distributor data, as well as by endorsing US Pavilions at trade shows and by organizing various marketing events. For more information on the ATO's services, please contact the office at the following numbers: Tel: (011)(52)(55) 5280-5291; Fax: 5281-6093; E-mail: atomexico@fas.usda.gov. In addition, FAS is opening an ATO office in Monterrey, Mexico. For contact information for the new office please contact ATO Mexico City.

An excellent means of increasing product exposure and making personal contact with importers and distributors is by attending trade shows and expositions in Mexico. The following trade events are excellent opportunities for US exporters to promote their beverages in the Mexican market:

ANTAD 2002/2003

When: March 15-17, 2002; March (dates to be determined) 2003

Where: Expo Guadalajara, Guadalajara, Mexico

Contact: Carlos Zertuche, U.S. Agricultural Trade Office (ATO)-Mexico City

Tel: (011-52-55) 5280-5291; **Fax:** (011-52-55) 5281-6093; **Email:** atomexico@fas.usda.gov

Show Type: Mexico's largest retail and supermarket show. This is the fifth consecutive year that the ATO is organizing a U.S. Pavilion within the show.

EXPHOTEL 2002

When: June 12-14, 2002

Where: Convention Center, Cancun, Mexico

Contact: Lourdes Guzman, U.S. Agricultural Trade Office (ATO)-Mexico City

Tel: (011-52-55) 5280-5291; **Fax:** (011-52-55) 5281-6093; **Email:** atomexico@fas.usda.gov

Show Type: Mexico's largest hotel, restaurant and hospitality industry show for the Caribbean region. This is the fifth consecutive year that the ATO is organizing a U.S. Pavilion within the show.

ABASTUR 2002

When: October 2-4, 2002

Where: World Trade Center, Mexico City, Mexico

Contact: Lourdes Guzman, U.S. Agricultural Trade Office (ATO)-Mexico City

Tel: (011-52-55) 5280-5291; **Fax:** (011-52-55) 5281-6093; **Email:** atomexico@fas.usda.gov

Show Type: Mexico's largest hotel, restaurant and hospitality industry show for the Mexico City metropolitan area. This is the third year that the ATO is organizing a US Pavilion within the show.

8. SPECIALIZED TRADE PUBLICATIONS

Throughout Mexico, there are specialized trade magazines that are distributed among food and beverage companies, retail stores and distributors. These publications can be an effective tool to reach potential clients, agents and distributors or to conduct a direct mail campaign. The leading publications, by sector, are:

WINES

- **"Vinus,"** published bimonthly by Macromarc, S.A. de C.V., contact: Mr. Sergio Romero Arredondo, Editor or Ms. Maritza Moreno, Advertising Dept.; Tel:(011)(5255)5211-1915, Fax; (011)(5255) 5362-2207; e-mail: vinus@ole.com

ALL BEVERAGES

- **"Bebidas Nacionales,"** published bimonthly by Alfa Editores Tecnicos, S.A. de C.V.; Tel: (011)(5255) 5579-3333
- **"Bebidas,"** published by the Asociacion de Productores de Refrescos y Aguas Carbonatadas, A.C. (Association of Softdrinks and Carbonated Waters), Tel: (011)(5255) 5281-2496

RETAIL SECTOR

- **"Cadenas,"** a monthly publication targeting managers and directors in the retail trade; published by Editorial Multicolor, contact: Javier Ortiz Camorlinga, General Manager; Tel: (011)(5255) 5545-6860 & 5531-0690; Fax: 5250-8824
- **"Abarrotes y Mas,"** a bimonthly magazine for small and medium retail businesses published by Servialimentos Publishing, S. de R.L. de C.V.; Tel: (011)(5255) 5514-8010; Fax: 5208-7864

FOODSERVICE SECTOR

- **"Alta Hoteleria,"** published by Alta Hoteleria, S.A. de C.V.; Tel: (011)(5255) 5611-0898
- **"Servialimentos,"** which is published bi-monthly with national coverage by Servialimentos Publishing, S. de R.L. de C.V.; Tel: (011)(5255) 5514-8010; Fax: 5208-7864
- **"Abastomatic,"** published by M.E. Publicidad & Publicaciones, contact: Monica Paloma Garcia, General Manager; Tel: (011) (5255) 5522-2207; Fax: 5542-7367

GENERAL TRADE AND BUSINESS

- **"Business Mexico,"** published monthly, in English, by the American Chamber of Commerce of Mexico; Tel: 011(5255) 5724-3800 ext. 3335; Fax: 5703-2911; contact: Ms. Diane Hemelberg de Hernandez, Editor, or Ms. Cristina Bustos, Advertising Department
- **"MB,"** published monthly, in English, by Hemisphere Publishers Group Inc.; contact: Ms. Lorena Jimenez, Advertising Director; Tel: (011)(5255) 5540-7977; and Fax: 5202-8478

8. KEY TRADE CONTACTS

U.S. Embassy

Agricultural Trade Office-ATO, USDA

Jaime Balmes 8-201; Col. Los Morales Polanco

México 11510

México

Tel: (011)(5255)5280-5291, 5280-5277, 5281-6586; Fax: (5255) 5281-6093

e-mail atomexico@fas.usda.gov

Contact: Chad R. Russell, Director

Office of the U.S. Department of Agriculture which assists U.S. firms in the promotion and market development of their agricultural, fishery and forestry products.

Regional U.S. Agricultural Trade Office-ATO

To be opened by April 2002

Please call ATO, Mexico City for contact information

Contact: Ms. Jeanne F. Bailey, Director

Email: ato2monterrey@hotmail.com

Secretaria de Salud (Health Secretariat)

Sanitary Qualification Office

Donceles 39-PB

México 06010, D.F.

Tel: (011)(5255) 5518-2692; <http://www.ssa.gob.mx/nom/index.html>

Contact: Dr. Jose Meljem Moctezuma, Director

Office of the Health Secretariat that regulates specific NOMS on health related issues.

Secretaria de Comercio y Fomento Industrial-SECOFI Direccion de Normas

(Secretariat of Commerce and Industrial Promotion, Norms Office)

Puente de Tecamachalco 6; Lomas de Tecamachalco

Edo. México 53950

México

Tel: (011)(5255)5229-6100-X4158; <http://www.secofi.gob.mx>

Contact: Lic. Jorge Hernandez, Dirección de Normas

This office of SECOFI issues the norms on quality standards and labeling.

Secretaria de Comercio y Fomento Industrial-SECOFI

Información Comercio Internacional

Alfonso Reyes 30-PB; Col. Hipódromo Condesa,

México 06710, D.F.

Tel: (011)(5255)2296-100-X3395 & 4949; <http://www.secofi.gob.mx>

Contact: Rocio Ruiz Chavez, Director

Office of SECOFI which provides general information related to NAFTA.

American Chamber of Commerce-AMCHAM

Lucerna 78 – 4

México 06600

México

Tel: (011)(5255)5724-3800; Fax: (5255)5703-2911

e-mail: chawkins@amchammex.com.mx

Contact: Christine Hawkins, International Trade and Investment Consulting,
Director

A non-profit organization which assists U.S. companies in their business activities in Mexico.

Asociación Nacional de Vitivinicultores, A.C.

(National Association of Wine Growers)

Calzada de Tlalpan 3515

04650, México, D.F.

México

Tel: (011)(5255) 5666-1331, 5606-9724; Fax: (5255)5606- 9724

Contact: Lic. Rafael Almada, General Director

Mexican association of wine producers.

Asociación de Importadores y Representantes de Alimentos y Bebidas, A.C. (Association of Importers and Representatives of Food Products and Beverages)

Tuxpan 41-202

06760 México, D.F.

México

Tel: (011)(5255) 5584-2609, 5564-2770; Fax: (5255)5564-5341

Contact: Lic. Jesus Alarcon, Manager

Trade association of wine and food importers/representatives.

Cámara Nacional de la Industria de la Transformación-Canacintra (National Chamber of Manufacturing Industries)

San Antonio 256; Col. Ampliación Nápoles

03849 México, D.F.

Mexico

Tel: (011)(5255)5563-3400; Fax: (5255)5598-9467

An umbrella chamber which represents all types of manufacturing industries, including alcoholic beverages.

Asociación Nacional de Fabricantes de Cerveza

(Nacional Association of Beer Producers)

Av. Horacio 1556; Col. Chapultepec Morales

11570 México, D.F.

México

Tel: (011)(5255)5280- 9850; Fax: (5255)5280- 0201

Contact: Lic. Arturo Guerrero Alvarado, Manager

Mexican association of beer producers.

Retail Sector:**Auchan S.A. de C.V.**

Miguel Angel de Quevedo No. 443; Col. Romero de Terreros
04310 México, D.F.

México

Tel: (011)(5255)5 422-0301, 5422-0300 ext. 114; Fax: (5255) 5422-0345

Contact: Gabriel Rojas, Purchasing Manager for Alcoholic Beverages

Aurrera, S.A. de C.V.

Av. Universidad 936-A
03310 México D.F.

Mexico

Tel: (011)(5255) 5420-0311; Fax: (5255)5420-0354

Contact: Javier Miranda, Purchasing Manager for Alcoholic Beverages

Cadena Comercial OXXO, S.A. de C.V.

Edison 1253 Norte; Col. Talleres
64480 Monterrey, N.L.

México

Tel: (011)(5281)8389-2121; Fax: (5281)8333-7030

Carrefour-Grandes Superficies de México, S.A. de C.V.

Av. Pte. Mazarik 216-2; Col. Polanco
México D.F. 11579

México

Tel: (011)(5255)5283-2900; Fax: (5255)5283-2926, Martfdeza htomail.com

Contact: Srita. Katia Gallardo, Imported Products Manager

Casa Ley, S.A. de C.V.

Carr. Int. Nte. Deportiva Km. 1434
Humaya
80020 Culiacán, Sinaloa

México

Tel: (011)(5667)7591000; Fax: (5667)7505010

Club Aurrera, S.A. de C.V. (Sam's Club)

Av. Ejercito Nacional 559
11520 México D.F.

Mexico

Tel: (011)(5255) 5325-0915; Fax: (5255)5326-0961

Contact: Rafael Olmos, Purchasing Manager for Alcoholic Beverages

Gigante, S.A. de C.V.

Av. Ejército Nacional 769-A

11520, México D.F.

México

Tel: (011)(5255) 5724-8000; Fax: (5255)5724-8365, 5724-8365

<http://www.telbip.com.mex>

Contact: Adolfo Venegas, Purchasing Manager for Alcoholic Beverages

Jetro

Galileo 55; Col. Chapultepec Polanco

11560, México, D.F.

México

Tel: (011)(5255)5281-0006, (5255)52821-578; Fax: (5255)5281-0798

Nueva Wal Mart, S.A. de C.V.

Av. Nextengo 78; Santa Cruz Acayúcan

México, D.F. 02770

Mexico

Tel:(011)(5255)5327-9311; Fax: (5255)5723-7574,5371-9901; walmart.com

Contact: Jorge Hernandez, Purchasing Manager for Alcoholic Beverages

Operadora de Comercial Mexicana

Fdo. de Alva Ixtixochitl 27, Col. Obrera

06800 México D.F.

México

Tel: (011)(5255)5723-7111, 5723-7461; Fax: (5255)5723-7574, 5723-7495,

www.comercialmexicana.com.mex

Organización Soriana, S.A. de C.V.

Alejandro de Rodas 3102-A; Cumbres Sector 8

64610 Monterrey, N.L.

México

Tel: (011)(52)8329-9000; Fax: (52)8329-9180, Jcortezasoriana.com.mex

Seven-Eleven México, S. A. de C.V.

Av. Munich 195-B; Col. Cuauhtemoc

66450 San. Nicolás de los Garza, Monterrey, N.L.

México

Tel: (011)(5281)8372-1572; Fax: (5281)8376-2171

Tiendas Chedraui, S.A. de C.V.

Priv. Antonio Chedraui Caram S/N; Encinal

91180 Xalapa, Veracruz

México

Tel: (011)(52229)8144700; Fax: (52229)8144806

Tiendas de Conveniencia Primher 12+12 Serviplus

Roma 1; Col. Juárez
06600 México, D.F.
México
Tel: (011)(5255)5566-0053; Fax: (5255)5566-0164

Asociación Nacional de Tiendas de Autoservicio y Departamentales-ANTAD (National Association of Retail and Department Stores)

Horacio 1855-6; Col. Polanco
México D.F. 11560
México
Tel: (011)(5255)5580-1772, 5580-0641; Fax: (5255)5395-2610
www.antad.org.mx
Contact: Efren Casas

Distributors:

Antonio Fernández y Compañía, S.A. de C.V.

Av. 1 de Mayo #190
54030 Tlanepantla, Edo. Mex.
México
Tel: (011)(5255) 5565-7100, 5565-7104; Fax: (5255) 5563-3105
Contact: Sr. Juan Héctor Pedraza, General Director

Bacardi y Compañía, S.A. de C.V.

Autopista México-Queretaro No. 4431; Col. San Antonio Tultitlan
54900 Tultitlan, Edo. Mex.
México
Tel: (011)(5255) 5899-0900; Fax: (5255) 5899-0999
Contact: Lic. Carlos M. Martinez, Marketing Vicepresident

Bodegas de Santo Tomas, S.A. de C.V.

Av. Miramar No. 666; Col. Centro
22800 Ensenada, B.C.
México
Tel: (011)(52646)6178-2509; Fax: (52646) 617 8-3671
Contact: Mr. Hugo E. D'Acosta Lopez, General Director

Bodega La Negrita, S.A. de C.V.

Lago Hielmar 78
11320 México, D.F.
México
Tel: (011)(5255)5250-4855; 5250-4037; Fax: (5255)5203-9992
Contact: Eduardo Rodríguez, General Director
Importer and distributor of wines, liquors and canned products.

Calidad en Vinos Importados

Pitágoras 578
México D.F. 03020
México
Tel: (011)(5255) 5543-4255; Fax: (5255) 5687-3457
Contact: Christopher Smith, General Director
Importer and distributor of wines.

Casa Cuervo, S.A. de C.V.
Río Churubusco No. 213; Col. Granjas México
08400 México, D.F.
México
Tel: (011)(5255) 5625-4400; Fax: (5255) 5625-4408
Contact: Lic. Rogelio Renzoli, Marketing Manager

Casa Madero, S.A.
Emilio Carranza 732 Sur, Piso 8
64000 Monterrey, N.L.
México
Tel: (011)(5255) 8345-5095; Fax: (5255) 8343-5002
Contact: Jose Milmo Garza, General Director
Producer of wines and liquors; importer and distributor of table wines.

Casa Pedro Domecq, S.A. de C.V.
Av. Mexico No. 151; Col. Coyoacan
04100 México, D.F.
México
Tel: (011)(5255) 5325-9292; Fax: (5255) 5554-4432
Contact: Lic. Jaime Costa Lavin, General Director

Cancun Vinos y Licores
Calle Uaxacatun 22
Manzana 5, lote 28
77515 Cancún, Q.R.
México
Tel/Fax: (011)(52998) 886-5888
Liquors distributor.

Comercial en Vinos y Abarrotes de Tula, S.A. (COVATSA)
Allende 4
42800 Tula, Hidalgo
México
Tel: (011)(52773) 20314, 20379, 22665; Fax: (52773)23926
Contact: Lic. José Guadalupe Garrido, General Manager
Importer and distributor of wines and liquors.

Compañía Destiladora, S.A. de C.V.

Plaza de San Lázaro 21
15100, México D.F.
México
Tel: (011)(5255)5522-2510; Fax: (5255)5522-3203; 5522-5639
Contact: Marcial Ibarra Faz, Manager
Manufacturer, importer and distributor of wines and liquors.

Compañía Mexicana Importadora y Exportadora, S.A. de C.V.
Reynolds Aluminio 39
54080 Tlalnepantla, Edo. México
México
Tel: (011)(5255) 5361-3149; 5362-0524; Fax: (5255)5361-0524
Contact: Lic. Jose Luis Zaid, General Manager
Trading company: importer of beers, wines and other food products.

Comercializadora de Vinos, Licores y Cervezas
SM 73 Manzana 5, Lote 101
77515 Cancún, Q.R.
México
Tel/Fax: (011)(52998) 883940; e-mail: cabican@qrool.telemex.net.mx
Contact: Ricardo Perez
Liquors distributor.

Charcuterías, S.A. de C.V.
Av. Universidad No. 1894; Col. Oxtopulco
04310 México, D.F.
México
Tel: (011)(5255) 5658-7776, 5658-1541; Fax: (5255) 5554-2926
Contact: C.P. Pedro Contreras, Commercial Director

Compañía Destiladora, S.A. de C.V.
Plaza San Lázaro No. 21; Col. Centro
15100 México, D.F.
México
Tel: (011)(5255) 5522-2328, 5522-0528, 5522-2510; Fax: (5255) 5522-3203
Contact: Lic. Omar Treviño Llaguno, Director for Exports and Imports

Compañía Vinícola de Aguascalientes, S.A. de C.V.
Km. 543 Carr. Internacional México-Juárez
20320 Aguascalientes, Ags.
México
Tel: (011)(52449) 73-0370, 73-0375; Fax: (52449) 73-0380
Contact: Lic. Samir Manzur Nuñez, General Director

Distribuidora Dolgo, S.A. de C.V.

Indiana No. 52; Col. Nápoles
03810 México, D.F.
México
Tel: (011)(5255)5536-2530; Fax: (5255) 5682-1872
Contact: Ing. José Luis Rodríguez, General Director

Distribuidora Lastra Mexicana, S.A. de C.V.
Km. 17 Carr. Cancun-Toluc, Bodega 83
77500 Cancun, Q.R.
Mexico
Tel: (011) (52998) 86 2086; Fax: (52998) 862076
Contact: Kurt Crim
Liquors distributor.

Exclusivas Benet, S.A. de C.V.
Ixnahualtongo 96
15820 Mexico, D.F.
Mexico
Tel: (011)(5255) 5552-7477; Fax: (5255) 5552-8421
Contact: Ramon Benet Marsa, President
Importer and distributor of wines and liquors.

La Madrileña, S.A. de C.V.
Arroz 506
03300 Mexico, D.F.
Mexico
Tel: (011)(5255)5670-5599, 5581-6355; Fax: (5255)5670-0034, 5581-1326
Contact: Oscar Lopez, Sales Manager
Importer and distributor of wines.

La Puerta del Sol, S.A. de C.V.
Alhambra 506
03300 Mexico, D.F.
Mexico
Tel: (011)(5255) 5532-3171, 5532-1619, 5532-1552; Fax: (5255) 532-4344
Contact: Avelino Soberon Pascual, General Director
Importer and distributor of wines, liquors and other food products.

La Naval, S.A. de C.V.
Insurgentes Sur No. 373; Col. Hipodromo Condesa
06100 Mexico, D.F.
Mexico
Tel: (011)(5255) 5584-3411, 5564-4026; Fax: (5255) 5564-9320
Contact: Mr. Juan Otegui Gutierrez, General Director

La Valenciana, S.A. de C.V.
Manuel Payno No. 100; Col. Obrera

06800 Mexico, D.F.

Mexico

Tel: (011)(5255) 5740-1222, 5740-4588, 5740-1184; Fax: (5255) 5740-1496

Contact: Lic. Joaquin Carreño, Director

Luga Monterrey, S.A. de C.V.

Privada Constituyentes del 57 -116

64260 Monterrey, N.L.

Mexico

Tel: (011)(5281) 8331-0721; 8351-7870

Contact: Felipe Orduña Lara, Sales Manager

Importer and distributor of wines.

Palm Bay Importers

Angel Urzaa 311

Mexico, D.F.

Mexico

Tel/Fax: (011)(5255) 5523-2134, 5523-2295

Contact: Rondi Frankel, Sales Manager

Importer and distributor of California wines.

Preci, S.A. de C.V.

Ingenieros Militares 38

53390, Mexico D.F.

Mexico

Tel: (011)(5255) 5557-7822, 5395-0978; Fax: (5255)5557-9235, 5395-1185

Contact: Maurice Jacquemin, Director Wines Department

Importer and distributor of wines.

Productos de Uva, S.A. de C.V.

Antonio M. Rivera No. 25; Col. Industrial San Nicolas

54030 Tlalnepantla, Edo. Mex.

Mexico

Tel: (011)(5255) 5390-0506, 5390-0277; Fax: (5255) 5565-2526

Contact: Lic. Enrique Zertuche, Marketing Director

Seagram's de Mexico, S.A. de C.V.

Gob. Reyes Veramendi No. 6; Col. San Miguel Chapultepec

11850 Mexico, D.F.

Mexico

Tel: (011)(5255) 5278-0200; Fax: (5255) 5272-7852

Contact: Lic. Jesus Navarajo, Commercial Director

Sismart Servicio Institucional Martinez, S.A. de C.V.

Calz. De la Viga 1214

Mexico, D.F. 09430

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Tel: (011)(5255)5784-7752, 5784-1263; Fax: (5255)5785-5924

Contact: Lic. Pablo Martinez Gama, General Manager

Importer and distributor for Buena Vista Winery.

Tequila Cuervo La Roje a, S.A. de C.V.

Circunvalacion Sur No. 44-A; Col. Las Fuentes

45080 Zapopan, Jal.

Mexico

Tel: (011)(5233) 3631-3091; Fax: (5233)3634-8893

Contact: Ing. Enrique Legorreta Peyton, General Director

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16 de Septiembre No. 635; Sector Juarez

44180 Guadalajara, Jal.

Mexico

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Contact: Lic. Ramon Valdez Gonzalez, Commercial Director

Tequila Sauza, S.A. de C.V.

Av. Vallarta No. 3273; Sector Juarez

44100 Guadalajara, Jal.

Mexico

Tel: (011)(5233) 3679-0600, 3679-0670; Fax: (5233) 3679-0691

Contact: Lic. Jorge Camacho Ornelas, General Director

United Distillers de Mexico, S.A. de C.V.

Sinaloa No. 237; Col. Roma

06700 Mexico, D.F.

Mexico

Tel: (011)(5255) 5256-2885; Fax: (5255) 5553-8524

Contact: Alejandro de los Rios, Marketing Director

Usero Puig y Compañia, S.A. de C.V.

Paris No. 255; Col. del Carmen Coyoacan

04100 Mexico, D.F.

Mexico

Tel: (011)(5255) 5659-6131; Fax: (5255) 5554-2874

Contact: Mr. Ismael Ochoa Castillo, General Director

Vinos, Licores y Ultramarinos Marybety, S.A. de C.V.

Calzada del Campesino 1195

44110 Guadalajara, Jal.

Mexico

Tel: (011)(5233)3650 2550, 3650 2551, 3650-2552; Fax:(5233)3650-2250

Contact: Eduardo Ibarra Herrera, General Manager

Distributors of wines.

Vininter, S.A. de C.V.

Vicente Eugia 9

11850, Mexico. D.F.

Mexico

Tel: (011)(5255)5273-7714, 5515-3142; Fax: (5255)5272-6009, 5202-9435

Contact: Alessandro Picone

Importer of wines, pasta, olive oil and gourmet foods.

Vinoteca, S.A.

Av. San Francisco 95

53566, Naucalpan Edo. de Mexico

Mexico

Tel: (011)(5255) 5576-6900; Fax: (5255) 5359-1113;

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Contact: Eduardo Morales, General Director

Wente Mexico

Veracruz 99

Mexico, D.F. 06140

Mexico

Tel: (011)(5255) 5211-6637; Fax: (5255) 5286-1529

Contact: Mark Burelli, General Director

Importer and distributor of Wente Wines.